

MONTGOMERY COUNTY BOARD OF ELECTIONS
2018 Gubernatorial Election/Early Voting
Community Outreach, Public Information & Future Vote Executive Summary
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It is the mission of Montgomery County Board of Elections Division of Outreach & Empowerment to promote and encourage citizens to register to vote and to help shape the future of their communities by voting. Our focus is to engage the public so our citizenry knows the requirements and opportunities for registering to vote and to cast a ballot by mail, during Early Voting or on Election Day.

We continue to collaborate with the relevant community groups to focus on more intensive voter education efforts. We have identified community-based organizations that we seek to collaborate with to expand their ability to provide voter registration services to citizens of Montgomery County. This includes organizations from non-profits, faith-communities, labor, government agencies and non-profits.

In recognition to our outreach efforts, the U.S. Election Assistance Commission (EAC) awarded Montgomery County Board of Elections a 2018 “Clearie” Award for our Future Vote Initiative, which encourages students from grades 6 to 12 to participate in elections. The “Clearie” awards recognize best practices in election administration and highlight exemplary models, which can serve as examples to other officials and jurisdictions.

Empowerment focus:

- Voters with disabilities
- Expanding Senior electorate
- Newly Naturalized Citizens
- East/Down County Empowerment
- Linguistically-concentrated communities
- Student engagement via Future Vote Initiative
- Election judge/worker recruitment: bilingual, young adults & students

Empowerment Topics:

- The following information and topics were covered at all outreach events:
 - Absentee/Provisional Voting information
 - Sample ballot usage
 - Voter registration & Voter record maintenance
 - Early Voting vs. Election Day voting
 - Voter assistance form & special needs voting
 - *Voter registration/Vote by Mail ballot applications in Braille (English & Spanish), website ADA compliant*
 - Voting system demonstrations
 - Bilingual poll worker/election judge recruitment and expectations
 - Section 203 and local board requirements
 - Election Judge/Future Vote recruitment

Partners/Ambassadors:

- **Private:** Asbury Methodist Village, Discovery Communications, Evergreen Adult Day Care, GEICO, Habitat America, Image Makers Barber Shop, Leisure World, Montgomery County Chamber of Commerce, Oasis Senior, Potomac Chamber of Commerce, Riderwood Village, Ring House, Universities at Shady Grove, etc.
- **HOA:** Clarksburg Village Community Association, Flower Valley Citizens' Association, Flower Hill Association, Georgian Court Home Association, Montgomery Village Foundation, Old Georgetown Village Homeowners Association, Village of Friendship Heights, etc.
- **Academia:** Maryland Home Education Association, Maryland Parent Teacher Association, Montgomery College (Germantown, Rockville & Takoma Park Campuses), Montgomery County Public Schools, Archdiocese of Washington, etc.
- **Non Profit/Faith:** Allen Chapel African Methodist Episcopal Church, Alpha Kappa Alpha Sorority, Boy & Girl Scouts of America, Casa de Maryland, Cedar Lane Unitarian Universalist Church, Center for Civic Design, Chinese Culture and Community Service Center, Clinton AME Church, Delta Sigma Theta Sorority, Guru Nanak Foundation of America, Har Tzeon Synagogue, Idara-e-Jaferia Islamic Center, IMPACT Silver Spring, Jack & Jill, Korean American Senior Citizens Associations, Linkages to Learning, League of Korean Americans, Manna Food Bank, Montgomery County League of Women Voters, Montgomery County NAACP, Mount Jezreel Baptist Church, National Federation for the Blind, National Active & Retired Federal Employees, Ohr Kodesh Congregation, The People's Community Baptist Church, Young Israel Shomrai Emunah, and Xi Sigma Omega Chapter, etc.
- **Montgomery County Government:** Department of Recreation, Human Rights Commission, Public Libraries, Human Resources, Commission on People with Disabilities, Community Use of Public Facilities, Housing and Community Affairs, Office of Public Information, Regional Service Centers, Commission for Women, Housing Opportunities Commission, Montgomery County Council, Office of Community Partnerships, Office of the County Executive, etc.
- **Press/Media:** El Zol (FM 99.1), La Nueva Mega (FM 92.7/94.3), Radio América (AM 1540), Univisión, Telemundo, Montgomery Community Media, Gandhi Brigade Youth Media, Senior Beacon, Comcast, Washington Chinese News, Korea Times, Washington Hispanic Newspaper, Washington Post, Google AdWords, WMAL (FM 105.9), WPGC (FM 99.5), Magic WMMJ (FM 92.7), African Mirror Newspaper, WTOP (FM 103.5), iHeart Media WASH (FM 97.1), Senior Beacon Newspaper, NBC4, ABC-DC, FOX-DC, etc.
- **Partisan:** Democratic Club of Leisure World, District 18 Breakfast Club, Montgomery County Democratic Central Committee, Montgomery County Woman's Democratic Club, Montgomery County Federation of Republican Women, Montgomery County Republican Central Committee, Montgomery County Republican Party, etc.

- **Federal:** National Institutes of Health & U.S. Department of Homeland Security
- **Union:** AFL-CIO, LiUNA, MCGEO-UFCW Local 1994, UFCW Local 400 & SEIU Local 500

Outreach Breakdown by Zip code: The Outreach Division made a concerted effort to meet County residents in their communities. Below is a breakdown by zip code:

ZIP	CITY	TOTAL EVENTS
20812	Glen Echo	6
20814	Bethesda, Westboro, Alta Vista (NIH)	32
20815	Chevy Chase, Friendship Village, Somerset	9
20816	Bethesda, Brookmont	1
20817	Bethesda	16
20818	Cabin John	6
20832	Olney	10
20833	Brookville, Olney	12
20837	Poolesville	13
20850	Rockville	51
20851	Rockville	11
20852	North Bethesda, Rollins Park	17
20853	Aspen Hill, Rockville	10
20854	Potomac, Travilah	16
20855	Derwood, Redland	20
20860	Ashton-Sandy Spring, Ashley Manor, Olney	11
20861	Ashton-Sandy Spring	1
20866	Burtonsville	21
20868	Spencerville	1
20871	Clarksburg, Hyattstown	18
20872	Damascus	15
20874	Germantown	25
20876	Germantown	12
20877	Gaithersburg	29
20878	Darnestown, North Potomac, Gaithersburg	16
20879	Gaithersburg, Stewart Town	21
20886	Montgomery Village, Stewart Town	11
20895	South/North Kensington, Chevy Chase View	13

ZIP	CITY	TOTAL EVENTS
20901	Kemp Mill, White Oak	34
20902	Wheaton-Glenmont	46
20903	Hillandale-Silver Spring	19
20904	Colesville-Fairland	29
20905	Cloverly, Colesville Park, Spencerville	16
20906	Aspen Hill	23
20910	Silver Spring	50
20912	Takoma Park	20
21037	Edgewater	1
	Total	662

Future Vote Initiative: U.S. Election Assistance Commission (EAC) awarded Montgomery County Board of Elections a 2018 “Clearie” Award for our Future Vote Initiative.

FV Breakdown

- **Primary Election/Early voting**
 - 840 volunteers
 - Middle school: 637 (75.84%)
 - High school: 203 (24.16%)
 - 45% (378) identified having bilingual capabilities
 - 4644 community service hours
- **General Election/Early Voting**
 - 1412 volunteers
 - 992 Middle school: (70.25%)
 - 420 High school: (29.75%)
 - 39.31% (555) identified having bilingual capabilities
 - 6152 community service hours

High School Election Judges (16-18 years of age)

- Primary = 733
- General = 761
 - Total served = 1,494
 - 2016 (1,080 served yielding a 138.33% increase
 - 16-year-olds added to recruitment efforts

Public Information: The Board of Elections successfully implemented an effective and robust multicultural media outreach campaign across various platforms (print, radio, television, social/web) covering numerous languages beyond English (e.g. Amharic, Chinese, French,

Korean & Spanish). The ability to strengthen our community ties, build a large follower base while engaging voters enabled us to amplify our message throughout Montgomery County, MD.

MEDIA OUTLET GENERAL ELECTION	IMPRESSIONS/REACH
*African Mirror Newspaper	10,000 print run, 200,000 online impressions
*Comcast	1,035 TV PSA's & 30,000 Digital PSA's (515,000 reach)
*El Zol (FM 99.1)	30,000 (FB), 100000 (mobile display)
*Google AdWords	11,229 mobile Ad clicks
*iHeart Media WASH (FM 97.1)	142,917 impressions, 21,438 web/mobile banner
*Korea Times	35,000 print run, 122,000 readerships
*Magic WMMJ (FM 92.7)	244,238 impressions
*Senior Beacon Newspaper	175,000 print run, 400,000 readerships
*Telemundo	3,000 (MoCo zip code impressions)
*Total Traffic Weather & News	305,894 impressions per PSA
*Washington Chinese News	12,000 (3x impressions)
*Washington Hispanic Newspaper	45,000 print run, 157,500 readerships
*WMAL (FM 105.9) Cumulus	350,000 (mobile display), 65,000 (native display)
*WPGC (FM 99.5)	30,000 (FB), 100,000 (mobile display)
*WTOP (FM 103.5)	565,000 (cross platform impressions)
Spotlight (MCPS)	6 student PSA's (Middle School impressions 32,348 & High School 48,239)
Montgomery Community Media	4 invitations on Week in Review (EJ/FV recruitment, Vote by Mail/Voter Registration deadline, Early Voting, Election Day/30 min taping) & 2 on InfoZone (EJ/FV recruitment & Early Voting & Election Day preparations/60 min taping in Chinese)
County Cable Montgomery (MoCo PIO)	12 impressions & PSA's
Radio América (AM 1540)	6 invitations to Montgomery Al Día (30 min On Air) & 2 invitations to En Sintonia (60 min On Air)
Sun Sun Korean Radio	2 invitations (EJ recruitment & Early Voting/60 min live)
Noticias Univisión Washington (local)	4 impressions (EJ/FV recruitment, Vote by Mail, Early Voting & VR deadline)
Noticias Telemundo 44 (local)	4 impressions (EJ/FV recruitment, Vote by Mail, Early Voting & VR deadline)
Washington Post	Style Section (11/7/2018)
La Nueva (FM 87.7)	2 invitations (15 min On Air/EJ-FV recruitment)
WJLA-ABC Washington (local)	2 impressions (EJ recruitment & Vote by Mail deadline)
NBC Universal Washington (local)	2 impressions (EJ/FV recruitment, & VR deadline)
FOX 5 DC (local)	3 impressions (EJ recruitment, FV & VR deadline)
African Poets Online Radio	2 invitations (30 min On Air)
Social Media (FV, Insta & Twitter)	Increased traffic, presence & followers/likes

Election Day Credentials via PIO: (22 credential requests fulfilled)

- Media = 14
 - NBC4 Universal, NBC/Telemundo, Tokyo Broadcasting System's DC Bureau, CQ Roll Call, BRINK.com, La Sexta TV (Spain), Chung T'ien Television (CTI/TV, China), WJLA/NewsChannel 8, The Baltimore Sun, Asahi Shimbun/NO SHOW (Japan), VICE, PBS To the Contrary & Global New (Brazil)
- Exit Polls = 2
 - Asian American Legal Defense & Education Fund (AALDEF) & Potomac School (McLean, Virginia)
- Delegation visit = 3
 - Center on American Studies (Argentinian Delegation), Meridian International Center (German Delegation) & National Election Commission of South Korea (S. Korean Delegation/NO SHOW)
- Research & Tabulation = 1
 - Associated Press (AP)
- Election Night Results = 2
 - Montgomery Sentinel Newspaper & Associated Press (AP)

Election Day Visits (w/o notifying BOE):

- **317 individuals representing 72 organizations visited precincts**
 - **244 individuals/50 organizations did not contact BOE**
 - e.g. Organization for Security & Co-operation in Europe (OSCE) had a delegation of 31 individuals, sorted in groups of 3-5 visiting 22 precincts (04-28, 07-03, 07-26, 10-10, 13-03, 13-21, 13-22, 13-23, 13-24, 13-25, 13-27, 13-28, 13-29, 13-30, 13-34, 13-35, 13-36, 13-38, 13-40, 13-44, 13-45 & 13-46)
 - **United States International Center for Electoral Support (USICES)** had a delegation of 20 individuals visiting 2 precincts (06-03 & 04-35)

Recommendations for 2020:

- **Advertising:** Within multicultural segments, there are varieties and changes that will affect our outreach and media campaign efforts for 2020. Knowing these can strengthen community ties and confidence. After reviewing population shifts and language needs, it recommended adding Amharic, French and Vietnamese into our outreach/media efforts.
- **Credentials:** Early Voting/Election Day coordination amongst media/delegation/organizations must take place to assist Chief election judges/Board members. Precinct Visitor Logs provide a wealth of information not leveraged in the past. Media and delegation credentials will take place in advance to distribute community needs to minimize unannounced precinct visits allowing Chief Judges to perform. PIO and IT are developing an online credential request system to manage precinct visits by delegation, media and organizations.